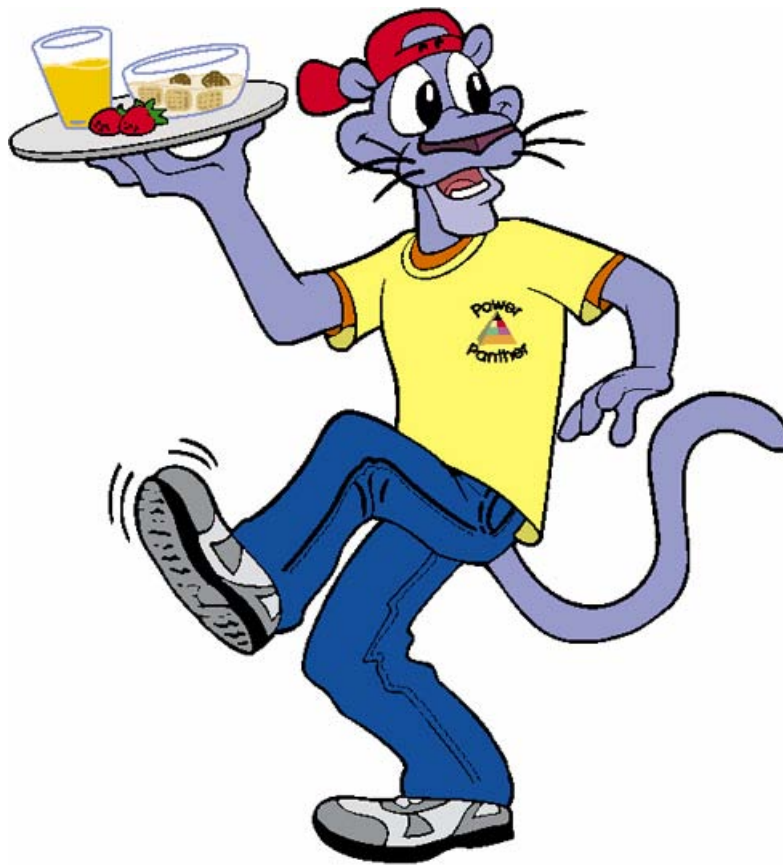


School Breakfast Program

INFORMATION – MENUS – PROMOTION



Distributed by:



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Linda McCulloch
Superintendent

Spring 2008

Dear Administrator,

Research has shown that breakfast is the most important meal of the day for all of us. There is clearly a link between eating breakfast and being ready to learn. One of the primary objectives of Montana School Nutrition Programs is to promote a healthful learning environment in schools by making school breakfast available to as many students as possible.

Schools should serve breakfast because ...

- Studies show that breakfast helps students learn.
- Tardiness declines, attendance improves, and there are less discipline referrals.
- Students are more alert; the few minutes it takes to add breakfast to the school day are offset by students' increased ability to learn.
- School breakfast offers a convenient option to parents on mornings where family schedules are rushed.
- Like lunch, breakfast is eligible for reimbursement by the USDA, and the paperwork is minimal.
- Breakfast is simple to prepare and serve, even if your school doesn't have a kitchen.

In this packet you will find a wealth of information on how to start your own breakfast program, from the methods of serving breakfast to sample menus for schools with and without kitchens. Schools can choose what they charge for paid breakfasts based on their costs and reduced-price breakfasts are \$0.30. The USDA provides reimbursement for every breakfast served to students.

Portions of the information contained in this packet was adapted from the *Discover School Breakfast Toolkit* developed by the U. S. Department of Agriculture's Food and Nutrition Service, the American School Food Service Association – Child Nutrition Foundation, and the National Dairy Council. For a complete copy of the toolkit, please visit www.fns.usda.gov/cnd/breakfast/toolkit.

Contact School Nutrition Programs at (406) 444-2501 if you have any questions.

Sincerely,

Christine Emerson, Director
School Nutrition Programs

Studies show...

"Students who ate school breakfast often had math grades that averaged almost a letter grade higher than students who ate school breakfast rarely."

-- *Pediatrics*, Vol. 101 No.1, January 1998

School breakfast resulted in significant:

- Increases in math grades
- Decreases in student absences
- Decreases in student tardiness
- Decreases in ratings of psychosocial problems

Massachusetts General Hospital and Harvard Medical School

"The Relationship of School Breakfast to Psychosocial and Academic Functioning"

<http://archpedi.ama-assn.org> (search "past issues" for 1998 vol. 152 no. 9)

http://www.findarticles.com/cf_0/m2250/n2_v37/20576437/p1/article.jhtml?term=psychosocial+functioning

"Children in the School Breakfast Program were shown to have significantly higher standardized achievement test scores than eligible non-participants."

-- Tufts University School of Nutrition Science and Policy, 1998

School breakfast resulted in:

- Increased math and reading scores
- Fewer nurse's office visits
- Improved classroom behavior
- Improved attentiveness reported by teachers
- Improved performance reported by parents

Minnesota Dept. of Children, Families and Learning & University of Minnesota

"School Breakfast Programs/Energizing the Classroom"

<http://cfl.state.mn.us/energize.pdf>

"Children who ate breakfast at school scored notably higher on most of the tests than children who ate breakfast at home and children who did not eat breakfast."

-- Archives of Pediatric & Adolescent Medicine, October, 1996

Students eating school breakfast resulted in:

- Higher scores on assessment tests
- Findings that support previous research
- Positive effects from eating breakfast in the classroom vs. the cafeteria

Massachusetts General Hospital and Harvard Medical School

"Maryland Meals for Achievement"

www.msde.state.md.us/programs/foodandnutrition/mmfa.pdf

"The benefits [of the School Breakfast Program] include higher performance on standardized tests, better school attendance, lowered incidence of anemia, reduced need for costly special education."

-- Tufts University Center on Hunger, Poverty and Nutrition Policy, 1994

Breakfast-Skippers Risk Iron Shortfall, Poorer Grades

- ★ Teens that start their day without breakfast are twice as likely to have diets low in iron, according to a study involving more than 700 ninth graders in Louisiana. Of the ninth graders studied, 19 percent skipped breakfast, including 20 percent of white and 36 percent of non-white girls. What's more, the diets of one in three breakfast dodgers had a significant iron shortfall - twice the rate of their breakfast eating peers.
- ★ That's a shortfall that could be hurting their grades. Iron-deficiency anemia has long been known to have a negative effect on behavior and learning. In one recent study, even marginal iron levels were linked to poorer math scores among adolescent girls. By contrast, other studies show eating breakfast can improve memory, grades, school attendance, and punctuality in children.
- ★ Teens that ate breakfast were two to five times more likely to consume at least two-thirds of the recommended amounts of most vitamins and minerals, including iron. Intakes of vitamins and minerals, including zinc, calcium, and folic acid, were much higher among the breakfast eaters, while fat consumption was lower. The nutrients teens miss when they skip breakfast are rarely recouped during other meals, according to the researcher, who published her results in the *Journal of Adolescent Health*, 2000 (volume 27, pp.314-321).
- ★ Girls, in particular, are at risk for low iron because they have increased needs. And while some teens skip breakfast to cut calories, this practice is rarely effective. Instead, research suggests that meal-skippers often eat more high-calorie, salty, and low-fiber snacks.



Adapted from MEALTALK: Desire Stapley, RD, LD, Food and Nutrition Information Center, National Agriculture Library, Beltsville, MD.

School Food Service

BREAKFAST

School food service directors and personnel are very important to the educational process. Their work completes the cycle of providing a healthy learning environment through serving school meals.

The National School Lunch Program offers an opportunity for students in school to have a nutritious meal during the day. This not only helps to take the focus away from hunger but also improves a student's academic performance.



Providing a nourishing breakfast every day allows your staff to be a part of the educational team. Breakfast is another way to improve the education of students in school. Some of your concerns with having the School Breakfast Program will be addressed in this section. Cited studies prove the impact of breakfast on learning. Ideas are included for menu and meal planning.

Food service staff may have concerns about...

FOOD SERVICE ROLE

Food service operates as part of the educational team in schools; therefore, you do more than just serve food to children. You help to support a healthy learning environment for students. By making breakfast an option, you provide parents a choice to feed their children at school. You are making a contribution to the success of students in your school by making breakfast available.

WORKLOAD

Operating the School Breakfast Program does not necessarily mean more work for food service personnel. When compared to lunch, breakfast can be simpler to prepare. Depending on the breakfast service method you choose, it can be set up to work with your current operation with very little change. It may even increase your revenue enough to employ more people for longer hours, allowing you to offer benefits for your employees. Also, prepackaged breakfast foods keep labor to a minimum.

MONEY

Your school can provide breakfast without financially burdening the school food service program. USDA provides reimbursement for every breakfast served that meet nutritional guidelines. Schools with high numbers of free and reduced priced participation may find it is possible to offer free breakfast to every student.

Menu Pattern Requirements for the School Breakfast Program

These requirements and recommendations are designed to meet the 2005 Dietary Guidelines for Americans. For more, see the "Quick Guide" (next page).

Food-based menu planning (Traditional and Enhanced)

- ✓ 8 ounces fluid milk as a beverage **or** on cereal (*use low-fat choices (1%, skim)*)
- ✓ ½ cup fruit **or** vegetable **or** full-strength fruit or vegetable juice (*using whole fruits and/or vegetables instead juice is recommended*)
- ✓ One serving from each of the Grains/Breads* and Meat/Meat Alternate** components **or**
- ✓ Two servings from either Grains/Breads* or Meat/Meat Alternate**
- ✓ Offer vs. serve – may refuse one item from any component

**A serving of grains/breads is 1 slice of bread, ½ cup, or 1 ounce. Whole grains are recommended.*

***A serving of meat is 1 ounce. Lean (low-fat) protein sources are recommended.*

Nutrient-standard menu planning

- ✓ Appropriate age/grade groups are selected
- ✓ Meals meet nutrient standards when averaged over the school week
- ✓ At least three menu items are offered daily
- ✓ Fluid milk as a beverage is offered daily
- ✓ Offer vs. serve – may refuse one item out of the three or more required menu items

In order to meet the 2005 Dietary Guidelines it is recommended that schools

- ✓ Choose low-saturated/trans fat choices whenever possible.
- ✓ Use **low-fat** choices (1%, skim).
- ✓ Choose **whole** grains whenever possible.



Quick Guide

Planning Breakfast Menus that meet the 2005 Dietary Guidelines

School breakfast menus must meet the USDA's School Meals Initiative (SMI) nutrient standards. Nutrient standards are the required minimum levels of calories and key nutrients to meet the nutrition goals for specific age or grade groups of children for breakfast menus. The required nutrient standards are based on the menu planning approach used by the school, either food based menu planning or nutrient standard menu planning. Please refer to A Menu Planner for Healthy School Meals, found at <http://teamnutrition.usda.gov/Resources/menuplanner.html>, for the specific nutrient standards and meal patterns for breakfast meals.

Healthier Montana Menu Challenge:

- ✓ Ensure that menus meet the USDA School Meals Initiative nutrient standards.*
- ✓ Offer three different fruits each week (includes fresh, frozen or canned).
 - Offer 100% fruit juice 1 time or less per week.
 - Fresh fruit is offered twice per week.
- ✓ Offer whole grain foods 3 times per week.
- ✓ Offer protein-rich foods (meat/meat alternates) at least 3 times per week.
- ✓ Limit the sale or service of high sugar items, like donuts, sweet rolls, maple bars, and high sugar breakfast cereals to 1 time per month.
 - High sugar items are defined as having ≥ 11 grams of sugar per 1 oz serving.
- ✓ Limit higher fat entrée items to once per week.
 - A higher fat entrée item is defined as having $\geq 40\%$ of calories from fat, excluding nuts, seeds, and nut butters.
- ✓ Offer low fat (1%) and/or skim milk, white or flavored, daily.

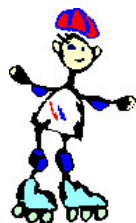
Montana schools can be recognized for serving healthy breakfast menus based upon the Dietary Guidelines for Americans through the **Healthier Montana Menu Challenge**. The criteria above meet the menu challenge criteria and focus on providing adequate calories and increased fiber; the service of less processed foods and/or healthier processed food items; increased fruit choices, including a good Vitamin C source; providing protein for balanced nutrition; offering low fat milk (1% and skim); as a part of a colorful, eye-appealing and tasty breakfast. For more information on the Menu Challenge, visit: <http://www.opi.mt.gov/schoolfood/healthiermt.html>.



Sample Breakfast Menu (One-Month Cycle)

Key: WW = whole wheat; LF = low-fat; NS = No added sugar

Monday	Tuesday	Wednesday	Thursday	Friday
<ul style="list-style-type: none"> • Egg and LF cheese in WW tortilla • NS Peaches • Mini Wheats • Skim/1% Milk 	<ul style="list-style-type: none"> • WW Waffles with Syrup • LF Sausage Link • Fresh Grapes • Skim/1% Milk 	<ul style="list-style-type: none"> • WW Bagel w/ LF Cream Cheese • Hot Oatmeal • Raisins • Skim/1% Milk 	<ul style="list-style-type: none"> • WW Cinnamon Rolls • LF Ham Slice • NS Pears • Skim/1% Milk 	<ul style="list-style-type: none"> • LF Cranberry Muffin • Apple Wedges • String Cheese • Skim/1% Milk
<ul style="list-style-type: none"> • Banana Bread • Hot Cereal Choice • Orange Wedges • Skim/1% Milk 	<ul style="list-style-type: none"> • Toasted WW English Muffin w/Jelly • Raisin Bran • Peach Cup • Skim/1% Milk 	<ul style="list-style-type: none"> • Scrambled Eggs w/ LF Cheese • Hash Browns • Toast • Skim/1% Milk 	<ul style="list-style-type: none"> • PB and J on WW Toast • Banana • Trail Mix • Skim/1% Milk 	<ul style="list-style-type: none"> • WW Pancakes w/ Syrup • Kiwi • LF Yogurt Cup • Skim/1% Milk
<ul style="list-style-type: none"> • WW Waffles with Syrup • Cheerios • Strawberries (fresh or frozen) • Skim/1% Milk 	<ul style="list-style-type: none"> • LF Blueberry Muffin (made with WW flour) • NS Applesauce • Skim/1% Milk 	<ul style="list-style-type: none"> • Breakfast Fruit Pizza • LF String Cheese • Skim/1% Milk 	<ul style="list-style-type: none"> • Yogurt/Fruit/Granola Parfaits • Dried Cranberries • Banana • Skim/1% Milk 	<ul style="list-style-type: none"> • Breakfast Burrito • Tater Tots • Orange Wedges • Skim/1% Milk
<ul style="list-style-type: none"> • Banana Split - halved • Banana topped with Yogurt and Teddy Grahams • Skim/1% Milk 	<ul style="list-style-type: none"> • Biscuits w/ LF Sausage Gravy • Raisin Bran • Apple Wedges • Skim/1% Milk 	<ul style="list-style-type: none"> • WW Cinnamon Raisin Toast • Hot Cereal Choice • Orange Wedges • Skim/1% Milk 	<ul style="list-style-type: none"> • Egg and Cheese on WW English Muffin • Fresh Pears • Skim/1% Milk 	<ul style="list-style-type: none"> • Hot Cinnamon Oatmeal • NS Fruit Cocktail • Trail Mix • Skim/1% Milk



Sample Breakfast Menu for Schools without Kitchen Facilities (Two-Week Cycle)



Week One	Week Two
Monday <ul style="list-style-type: none"> Banana - <i>1 whole small</i> Raisin Bran - <i>1 oz. (3/4 cup)</i> LF Portable Yogurt - <i>4 oz.</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i> 	Monday <ul style="list-style-type: none"> Apple Wedges - <i>1/2 cup</i> Cinnamon Granola - <i>1 oz. (3/4 cup)</i> WW English muffin - <i>2 oz. muffin, 2 Tbsp. peanut butter, 2 tsp. jelly</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i>
Tuesday <ul style="list-style-type: none"> Apple Wedges - <i>1/2 cup</i> Peanut butter and jelly sandwich - <i>2 Tbsp. peanut butter, 2 tsp. jelly, 2 slices bread</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i> 	Tuesday <ul style="list-style-type: none"> NS pear cup - <i>4 oz. (1/2 cup)</i> WW toaster waffles - <i>2 oz. with 2 tsp. jelly</i> Instant oatmeal packet - <i>1 oz. (3/4 cup)</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i>
Wednesday <ul style="list-style-type: none"> Fresh Grapes - <i>1/2 cup</i> Instant oatmeal packet - <i>1 oz. (3/4 cup)</i> WW Raisin bread toast - <i>2 slices toast, 2 tsp. margarine</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i> 	Wednesday <ul style="list-style-type: none"> Banana - <i>1 whole small</i> Mini Wheats - <i>1 oz. (3/4 cup)</i> LF granola bar - <i>1-1.5 oz.</i> Trail Mix - <i>1 oz. nuts, dried fruit mix</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i>
Thursday <ul style="list-style-type: none"> NS peach cup - <i>4 oz. (1/2 cup)</i> Cheerios - <i>1 oz. (3/4 cup)</i> WW Bagel with cream cheese - <i>3 oz. bagel, 2 Tbsp. cream cheese, 2 tsp. jelly</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i> 	Thursday <ul style="list-style-type: none"> NS Fruit cocktail cup - <i>4 oz. (1/2 cup)</i> LF String cheese - <i>1 oz.</i> WW Banana Bread - <i>2 oz.</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i>
Friday <ul style="list-style-type: none"> Carrot sticks - <i>1/2 cup</i> Cheese sandwich - <i>2 oz. cheese, 2 slices WW bread, 2 tsp. mayonnaise</i> Trail Mix - <i>1 oz. nuts, dried fruit mix</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i> 	Friday <ul style="list-style-type: none"> Orange Wedges - <i>1/2 cup</i> LF Blueberry Muffin - <i>2 oz.</i> LF portable yogurt - <i>1 oz. (3/4 cup)</i> 1%/Skim Milk - <i>8 oz. (1 cup)</i>

Other Ideas: soft pretzels, graham crackers, whole wheat tortilla wraps with cheese or cream cheese and fruit, cheese sticks/blocks, cereal bars, or WW pop tarts.

WW = whole wheat; LF = low-fat; NS = no added sugar

Lone Rock School Breakfast Menu- Grades K-6

October 2007

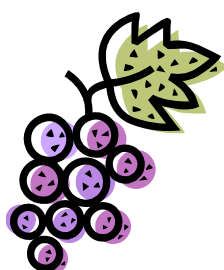
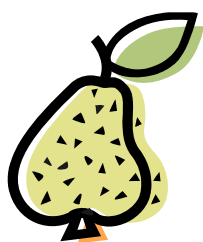
This Menu Meets the Healthier Montana Menu Challenge Breakfast Menu Criteria

Monday	Tuesday	Wednesday	Thursday	Friday
1 Apple Cinnamon Oatmeal Raisins Brown Sugar Toast Sunbutter Applesauce Milk	2 Cinnamon Yogurt Muffins String Cheese Orange Half Dried Cranberry Milk	3 Tasteeos Cinnamon Bread Stick Grape Juice Granola Milk	4 Banana Bread Squares Egg Pattie Apple Slices Milk	5 French Toast Sticks Syrup Peaches Milk
8 English Muffins Peanut Butter Granola Mandarin Oranges Milk	9 Spiced Apple Muffins Colby/Jack Cheese Stick Applesauce Milk	10 Fruit Loops Raisin Bread Sticks Melon Dried Cranberries Milk	11 Hard Boiled Eggs Whole Wheat Bread or bun Fresh Fruit Salad Milk	12 Whole Wheat Maple Bars Orange Half Strawberry Fruit Bar Milk
15 Raisin Bran Whole Wheat Bread or bun Sunbutter Apricots Milk	16 Whole Wheat Pumpkin Muffin Sausage Link Grapes Trail Mix Milk	17 PB and J Uncrustable Orange Half Milk	18 No School	19 No School
22 Whole Wheat Breakfast Burrito Trail Mix Orange Half Milk	23 Strawberry Yogurt Parfait Granola Bananas Milk	24 Banana Bran Muffin Granola Fresh Fruit Milk	25 Multi Grain Pancakes Syrup Pears and Blueberries Milk	26 Waffle Sticks Sausage Links Syrup Apple Slices Milk
29 Sausage Apple Bagel Baked Apple Slices Granola Milk	30 Peach Sweet Potato Bread Egg Pattie Peaches Milk	31 Blueberry Oatmeal Muffin Tasteeos Orange Half Milk	*Choice of skim and 1% Milk Served Daily	

IDEAS for BREAKFAST ITEMS*

Meat/Meat Alternate Entrees	
<ul style="list-style-type: none"> • Scrambled eggs with cheese • Ham and cheese English muffin • French toast • Canadian bacon • Cheese sticks or blocks • Banana split - halved banana topped with yogurt and teddy grahams • Breakfast pizza • PB & J Sandwich • Egg and cheese tortilla 	<ul style="list-style-type: none"> • Yogurt served with granola • Portable yogurt • Biscuits, USDA recipe B-4 or biscuits with sausage • Breakfast burrito with salsa, USDA recipe J-2 • French toast sticks, USDA recipe J-3 • Breakfast tacos • Meat and/or cheese sandwich • Trail Mix
Grain/Bread Entrees	
<ul style="list-style-type: none"> • Graham crackers • Granola or cereal bars • Bagels with cream cheese • Cinnamon and sugar toast • Bagel • Granola, USDA recipe J-1 • Pancakes, USDA recipe B-13 	<ul style="list-style-type: none"> • Cold cereal such as Frosted Mini-Wheats, Raisin Bran, Granola, and Cheerios add more fiber to breakfast • Cinnamon rolls, USDA recipe B-8 • Hot oatmeal with cinnamon, brown sugar, and raisins or other fruit • Homemade muffins, USDA recipe B-12 & B-20
Fruit and Vegetables	
<ul style="list-style-type: none"> • Fresh fruit salad • Kiwi • Grapes • Oranges • Apples • Carrot Sticks • Sugar Pea Pods • Dried fruit 	<ul style="list-style-type: none"> • Bananas • Peaches (fresh, canned, frozen) • Strawberries (fresh or frozen) • Melons - watermelon, cantaloupe, honeydew • Pears (fresh, canned) • Grapefruit

*Choose low-fat meats, cheeses and milk; use whole wheat flour and grain products and choose no added sugar and no added salt canned products.



Grab-and-Go Breakfasts*

- Breakfast Pizza
- Graham Crackers
- PB & J Sandwich
- Bagel Sandwiches
- Single-Serve Cereal Bowls
- Cereal Bars
- Granola Bars
- Egg or Ham and Cheese on English Muffin
- Assorted Muffins
- Breakfast Burrito
- Cinnamon Rolls
- French Toast Sticks
- Pancake on a Stick
- Cold Cheese Pizza
- Breakfast Tacos
- Bagels with Cream Cheese
- Granola, Yogurt and Fruit Parfait
- Cheese Sandwich
- Banana Bread
- Breakfast Tortilla Wrap (you choose the filling)
- Canadian Bacon
- Fresh Fruit Salad
- Grapes
- Apple or Orange Slices
- Juice Cartons
- Bananas
- Strawberries
- Fruit Cups
- Trail Mix
- Chex Mix or Homemade Cereal Mix
- Pre-packaged Breakfast Meals like Breakfast Breaks.
- Milk Cartons or Jugs
- Portable Yogurt

*Choose low-fat meats, cheeses and dairy; use whole wheat flour and whole grain pre-packaged products and choose no added sugar and no added salt canned products.



Starting a Breakfast Program

Remember to arrange bus schedules so students arrive with enough time to eat. If your school lacks a kitchen (or even if you have a kitchen), you could pack brown-bag breakfasts for students to eat in the classroom every morning. Numerous varieties of grab-and-go foods could fill the sack breakfasts.



Try These Breakfast Promotions:

100 Breakfast Club

A paper drawing of a breakfast bowl, labeled "25," is given to each student the first time he/she buys school breakfast. The bowl contains 25 "Os." The student's name is written on the bowl and all the bowls are posted on the wall. Each time a student eats breakfast he/she is given a gummed reinforcement to stick on an "O" in the bowl. When all the "Os" are filled, the student receives a certificate and a small prize. At the next breakfast, the student is given a different colored bowl labeled "50." When every "O" on that bowl is filled, the student is given a bowl labeled "75" and finally, a bowl labeled "100." A small prize is awarded for each 25 "Os" that are filled. The first student to reach 100 is given a special prize.

Muffin with Mother or Flapjacks with Father (Pancakes with Pop) Day

These events are advertised and listed on monthly school lunch menu calendars as a special day for parents (moms or dads may be invited for either special day) to enjoy breakfast at school with their child.

Monday Cartoon Breakfast

This event is advertised and listed on the monthly school lunch menu calendar. A television and VCR are set up in the cafeteria to show cartoons during the breakfast meal period.

Contact School Nutrition Programs at (406) 444-2501 for other ideas to help you with your breakfast program.

There's More Than One Way to Serve Breakfast!

Children who are eating school lunch and not breakfast offer untapped income to schools that may want to increase participation in their breakfast program. Whether starting or expanding a breakfast program, attracting students may be as easy as creating or changing the breakfast options. Here are four ways that schools can serve breakfast:



- ➡ **Traditional Breakfast** – Breakfast is consumed in the cafeteria at the same time for all students or in shifts.
- ➡ **Breakfast in the Classroom** – Breakfast is delivered in to the classroom and consumed in the classroom before school starts.
- ➡ **Grab-n-Go Breakfast** – Breakfast is packaged in bags or containers with all components and is available at sites throughout the school for students to pick up on the go, during break, or during 1st period.
- ➡ **Breakfast After 1st Period** – Breakfast is served after the first period between classes, and is finished during the 2nd period.

If you would like to learn more about these different breakfast service methods, please call School Nutrition Programs at (406) 444-2501.

Make Your Breakfast Program More Successful

- ☆ **Promote the program to parents and students**
 - ☺ Provide taste tests of breakfast items
 - ☺ Send breakfast promotional flyers home
 - ☺ Include breakfast menus in the morning announcements, and in school newsletters

- ☆ **Ask for input and ideas from**
 - ☺ Teachers
 - ☺ Administrators
 - ☺ Custodians
 - ☺ Bus Drivers
 - ☺ Parents
 - ☺ Students

- ☆ **Offer**
 - ☺ Breakfast in the Classroom: <http://www.olemiss.edu/depts/nfsmi/Information/InClassBreakfastResource.pdf> or Grab 'N' Go Breakfast: http://www.nutritionexplorations.org/sfs/programs_breakfast.asp.
 - ☺ The breakfast room as a "safe haven" before school...chances are, if students are in the room where breakfast is being served, they will participate.
 - ☺ Theme days like "Hawaiian Day" or "Dr. Seuss Day."
 - ☺ Contests, Activities, Stickers, Games, Homework Assistance, Breakfast with your teacher...more!
 - ☺ Resources: Team Nutrition: www.fns.usda.gov/tn/; School Nutrition Association; www.schoolnutritionassociation.org.



[Insert School Letterhead]

PRESS RELEASE

"Power up with breakfast ...

Eat breakfast at school to boost your brain and body power!"

[Date]:

Dear Parents:

As we all recognize that hungry children cannot learn, the first step is ensuring that all students begin the school day with a nutritious breakfast at home or at school. The School Breakfast Program helps to make sure all our students start the school day alert, well-fed and ready to learn.

The School Breakfast Program is available to all students every school day in the morning starting at **[time]**. Your child can attend every day or occasionally. These supervised meals provide your child with one-fourth of their nutritional needs each day. School breakfast is tasty and nutritious.

School breakfast is an ideal solution on mornings when kids are running late or parents have early commitments. It is also a wonderful way to make sure your children have a balanced meal to start each day. Try breakfast at school today!

Children from households whose income is at or below the levels set by the federal government may be eligible for **either** free or reduced-price meals. To apply, please contact your child's school.

Sincerely,

[Principal or Superintendent]

School Breakfast Information

[Price*]

[Serving Time]

*Price is determined by your confidential application for free and reduced price meals. If you would like an application, please call the school office at **[telephone number]**

In accordance with Federal law and U.S. Department of Agriculture policy, this institution is prohibited from discriminating on the basis of race, color, national origin, sex, age or disability. To file a complaint of discrimination, write USDA, Director, Office of Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (800) 795-3272 (voice) or (202) 720-6382 (TTY). USDA is an equal opportunity provider and employer.

School Breakfast Newsletter Inserts

For use in any school or organization's newsletter

SEPTEMBER: [Free and Reduced Priced Meal Applications: Vital for State Funding!](#)

Your family received a Free and Reduced Price Meal Application. This application serves two purposes:

1. It helps the food service director to determine if your family qualifies for full-price, reduced price or free school meals. This includes full-price, reduced-price or free School Breakfast as well! School Breakfast is available to *all* students every school day as another option.
2. The application is also used to determine how much state funding our school receives for supplies like books, classroom furniture, and other school resources. *It is important that all families complete and return these applications to the school.*

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

No advance registration necessary! All students are welcome every day!

This institution is an equal opportunity provider and employer.

OCTOBER: [How Was Your Last Report Card?](#)

Want to help your kids succeed academically? Send them to the School Breakfast Program. Research shows that "children who attend school hungry often have diminished attention spans and are unable to perform tasks as well as their nourished peers. In these cases, the full value of the education provided is lost." On the other hand, school breakfast participation has been shown to improve test scores, make kids more alert in class, and improve classroom behavior. Make sure your kids start the school day with a delicious meal – you'll see the results in their report cards!

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

No advance registration necessary! All students are welcome every day!

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NOVEMBER: [Good for Kids; Good for Parents!](#)

For parents with busy schedules, it's sometimes difficult to ensure that kids are eating a healthy breakfast before they head off to school. Children often aren't ready to eat right after waking up, and it can be challenging to find nutritious breakfast foods they like. Some kids refuse breakfast at home but feel hungry when they arrive at school. Your school offers a great breakfast for all students. If morning meals are difficult for your family, let the School Breakfast Program help you out!

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

No advance registration necessary! All students are welcome every day!

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DECEMBER: [School Breakfast Facts](#)

A great breakfast program is offered in the cafeteria every day. Here are five good reasons to send your child:

1. It's easy: instead of running around in the morning trying to make sure your children are eating a nutritious meal, why not just leave it to us? They'll get a great breakfast and have time to hang out with friends before classes begin. Also, no dishes for you to wash.
2. It's inexpensive.
3. It's tasty. There are so many choices. Go ahead and see for yourself. New menus are available every month.
4. It makes them smarter: According to the Tufts University School of Nutrition Science and Policy, "Children who participated in the School Breakfast Program had significantly higher standardized achievement scores than eligible non-participants."
5. It makes them healthier: Harvard Medical School/Massachusetts General Hospital found that students who ate School Breakfast reduced hyperactivity, decreased absence and tardy rates, and improved behavior.

[School Breakfast Information](#)

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

No advance registration necessary! All students are welcome every day!

This institution is an equal opportunity provider and employer.

JANUARY: [Start the Day \(and the Year\) Right](#)

Make sure this year's resolutions include guaranteeing your kids a balanced, nutritious breakfast every day. If your morning schedule makes this difficult, or your kids aren't hungry early in the morning, send them to school for breakfast. Many nutritious foods are available every morning in the cafeteria for ALL students. Help your kids to make this semester a success!

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

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FEBRUARY: [Breakfast Logic](#)

When students need to take achievement tests, schools strongly urge them to eat breakfast first on testing days. Why? Because we know that when students eat breakfast, they perform better and are better able to concentrate. Yet on "normal" days, many students fail to eat breakfast: they're too busy, too tired, or just don't know what to eat. Let's help students to perform better *every day*, by making sure they eat a healthy breakfast at home or at school.

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

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MARCH: [March includes National School Breakfast Week](#)

During March, schools throughout the country will celebrate National School Breakfast Week with visits from national, state and local leaders, food demonstrations, games and other activities. It is a great time for your child to try school breakfast.

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

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APRIL: [What's Cooking?](#)

Some mornings, it's tough to find the time to make sure your kids are eating a nutritious breakfast. On those days, why not send them to the School Breakfast Program? Each meal meets government nutritional guidelines, which means offering a combination of four food components 1) milk, 2) fruit/vegetable/juice, 3) grains (biscuit, muffin, bagel, cereal and granola bar) OR 4) meat or other high protein foods (cheese, egg, peanut butter, beans, sausage and nuts). Check your child's menu to see the variety of nutritious choices available at School Breakfast, or stop by to sample the food yourself!

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

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MAY: [Fight End-of-the-year Slump!](#)

As the summer approaches, kids are often more restless and distracted at school. You can help to make sure that their last weeks of school are productive by ensuring that they begin the day with a nutritious breakfast. Studies show a good breakfast makes kids more alert, less distractible and better behaved in school; it even improves their test scores! Let's keep our students focused by making sure they begin every school day with a balanced meal at home or at the School Breakfast Program.

School Breakfast Information

Serving Time: 7 a.m. **Price:** \$1.25 paid, \$.30 reduced*, free* (*if qualified)

No advance registration necessary! All students are welcome every day!

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